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TvB

ADVERTISING VOLUME

IN THE UNITED STATES

1948-1984

These figures combine estimates for both national and local advertising and cover advertising investments in nine major types of media.

Source: McCann-Erickson, Inc.
May 1985

Television Bureau of Advertising, Inc. · 477 Madison Avenue · New York, NY 10022 · 212 486-1111

TOTAL ADVERTISING VOLUME IN THE UNITED STATES

Medium	Millions of Dollars						
	1948	1949	1950	1951	1952	1953	1954
Newspapers							
total	1,745	1,911	2,070	2,251	2,464	2,632	2,685
national	379	463	518	529	537	606	607
local	1,366	1,448	1,552	1,722	1,927	2,026	2,078
Magazines							
total	477	458	478	535	575	627	629
weeklies	258	245	261	297	325	351	363
women's	133	129	129	143	149	158	152
monthlies	86	84	88	95	101	118	114
Farm Publications	56	55	58	64	70	71	71
Television							
total	-	58	171	332	454	606	809
network	-	30	85	181	256	320	422
spot	-	9	31	70	94	145	207
local	-	19	55	81	104	141	180
Radio							
total	562	571	605	606	624	611	559
network	211	203	196	180	162	141	114
spot	121	123	136	138	141	146	135
local	230	245	273	288	321	324	310
Direct Mail	689	756	803	924	1,024	1,099	1,202
Business Papers	251	248	251	292	365	395	408
Outdoor							
total	132	131	142	149	162	176	187
national	89	88	96	101	109	119	126
local	43	43	46	48	53	57	61
Miscellaneous							
total	958	1,022	1,122	1,267	1,402	1,523	1,600
national	522	557	608	696	767	846	899
local	436	465	514	571	635	677	701
Total							
national	2,795	2,990	3,260	3,710	4,100	4,515	4,820
local	2,075	2,220	2,440	2,710	3,040	3,225	3,330
GRAND TOTAL	4,870	5,210	5,700	6,420	7,140	7,740	8,150

Source: McCann-Erickson, Inc.

TOTAL ADVERTISING VOLUME IN THE UNITED STATES

Medium	Millions of Dollars						
	1955	1956	1957	1958	1959	1960	1961
Newspapers							
total	3,077	3,223	3,268	3,176	3,526	3,681	3,601
national	712	754	768	724	773	778	744
local	2,365	2,469	2,500	2,452	2,753	2,903	2,857
Magazines							
total	691	758	777	734	832	909	895
weeklies	397	440	451	425	479	525	508
women's	161	166	165	151	168	184	187
monthlies	133	152	161	158	185	200	200
Farm Publications	72	73	71	67	71	66	62
Television							
total	1,035	1,225	1,286	1,387	1,529	1,627	1,691
network	550	643	690	742	776	820	887
spot	260	329	352	397	486	527	548
local	225	253	244	248	267	280	256
Radio							
total	545	567	618	620	656	693	683
network	84	60	63	58	44	43	43
spot	134	161	187	190	206	222	220
local	327	346	368	372	406	428	420
Direct Mail	1,299	1,419	1,471	1,589	1,688	1,830	1,850
Business Papers	446	496	568	525	569	609	578
Outdoor							
total	192	201	199	192	193	203	180
national	130	136	134	130	130	137	122
local	62	65	65	62	63	66	58
Miscellaneous							
total	1,793	1,948	2,012	2,020	2,206	2,342	2,320
national	1,002	1,111	1,169	1,184	1,280	1,364	1,366
local	791	837	843	836	926	978	954
Total							
national	5,380	5,940	6,250	6,340	6,855	7,305	7,315
local	3,770	3,970	4,020	3,970	4,415	4,655	4,545
GRAND TOTAL	9,150	9,910	10,270	10,310	11,270	11,960	11,860

Source: McCann-Erickson, Inc.

TOTAL ADVERTISING VOLUME IN THE UNITED STATES

Medium	Millions of Dollars						
	1962	1963	1964	1965	1966	1967	1968
Newspapers							
total	3,659	3,780	4,120	4,426	4,865	4,910	5,232
national	722	702	773	784	887	846	889
local	2,937	3,078	3,347	3,642	3,978	4,064	4,343
Magazines							
total	942	1,002	1,074	1,161	1,254	1,245	1,283
weeklies	519	540	583	610	658	651	657
women's	200	218	231	269	280	282	284
monthlies	223	244	260	282	316	312	342
Farm Publications	65	66	66	71	70	68	68
Television							
total	1,897	2,032	2,289	2,515	2,823	2,909	3,231
network	976	1,025	1,132	1,237	1,393	1,455	1,523
spot	629	698	806	892	988	988	1,131
local	292	309	351	386	442	466	577
Radio							
total	736	789	846	917	1,010	1,048	1,190
network	46	56	59	60	63	64	63
spot	233	243	256	275	308	314	360
local	457	490	531	582	639	670	767
Direct Mail	1,933	2,078	2,184	2,324	2,461	2,488	2,612
Business Papers	597	615	623	671	712	707	714
Outdoor							
total	171	171	175	180	178	191	208
national	115	115	117	120	118	126	137
local	56	56	58	60	60	65	71
Miscellaneous							
total	2,430	2,567	2,773	2,985	3,257	3,304	3,552
national	1,437	1,520	1,630	1,745	1,896	1,909	2,020
local	993	1,047	1,143	1,240	1,361	1,395	1,532
Total							
national	7,695	8,120	8,720	9,340	10,150	10,210	10,800
local	4,735	4,980	5,430	5,910	6,480	6,660	7,290
GRAND TOTAL	12,430	13,100	14,150	15,250	16,630	16,870	18,090

Source: McCann-Erickson, Inc.

TOTAL ADVERTISING VOLUME IN THE UNITED STATES

Medium	Millions of Dollars						
	1969	1970	1971	1972	1973	1974	1975
Newspapers							
total	5,714	5,704	6,167	6,938	7,481	7,842	8,234
national	943	891	972	1,062	1,049	1,105	1,109
local	4,771	4,813	5,195	5,876	6,432	6,737	7,125
Magazines							
total	1,344	1,292	1,370	1,440	1,448	1,504	1,465
weeklies	662	617	626	610	583	630	612
women's	308	301	340	368	362	372	368
monthlies	374	374	404	462	503	502	485
Farm Publications	64	62	57	59	65	72	74
Television							
total	3,585	3,596	3,534	4,091	4,460	4,854	5,263
network	1,678	1,658	1,593	1,804	1,968	2,145	2,306
spot	1,253	1,234	1,145	1,318	1,377	1,497	1,623
local	654	704	796	969	1,115	1,212	1,334
Radio							
total	1,264	1,308	1,445	1,612	1,723	1,837	1,980
network	59	56	63	74	68	69	83
spot	368	371	395	402	400	405	436
local	837	881	987	1,136	1,255	1,363	1,461
Direct Mail	2,670	2,766	3,067	3,420	3,698	4,054	4,124
Business Papers	752	740	720	781	865	900	919
Outdoor							
total	213	234	261	292	308	309	335
national	138	154	172	192	200	203	220
local	75	80	89	100	108	106	115
Miscellaneous							
total	3,814	3,848	4,079	4,577	4,932	5,248	5,506
national	2,131	2,126	2,201	2,428	2,562	2,746	2,841
local	1,683	1,722	1,878	2,149	2,370	2,502	2,665
Total							
national	11,400	11,350	11,755	12,980	13,700	14,700	15,200
local	8,020	8,200	8,945	10,230	11,280	11,920	12,700
GRAND TOTAL	19,420	19,550	20,700	23,210	24,980	26,620	27,900

Source: McCann-Erickson, Inc.

TOTAL ADVERTISING VOLUME IN THE UNITED STATES

Medium	Millions of Dollars						
	1976	1977	1978	1979	1980	1981	1982
Newspapers							
total	9,618	10,751	12,214	13,863	14,794	16,528	17,694
national	1,342	1,472	1,541	1,770	1,963	2,259	2,452
local	8,276	9,279	10,673	12,093	12,831	14,269	15,242
Magazines							
total	1,789	2,162	2,597	2,932	3,149	3,533	3,710
weeklies	748	903	1,158	1,327	1,418	1,598	1,659
women's	457	565	672	730	782	853	904
monthlies	584	694	767	875	949	1,082	1,147
Farm Publications	86	90	104	120	130	146	148
Television							
total	6,721	7,612	8,955	10,154	11,366	12,650	14,329
network	2,857	3,460	3,975	4,599	5,130	5,575	6,210
spot	2,154	2,204	2,607	2,873	3,269	3,730	4,360
local	1,710	1,948	2,373	2,682	2,967	3,345	3,759
Radio							
total	2,330	2,634	3,052	3,326	3,702	4,230	4,670
network	105	137	147	161	183	230	255
spot	518	546	620	667	779	879	923
local	1,707	1,951	2,285	2,498	2,740	3,121	3,492
Direct Mail	4,786	5,164	5,987	6,653	7,596	8,944	10,319
Business Papers	1,035	1,221	1,400	1,575	1,674	1,841	1,876
Outdoor							
total	383	418	466	540	578	650	721
national	252	290	307	355	364	419	465
local	131	128	159	185	214	231	256
Miscellaneous							
total	6,652	7,388	8,555	9,633	10,561	11,908	13,113
national	3,431	3,849	4,435	4,992	5,578	6,334	7,067
local	3,121	3,539	4,120	4,641	4,983	5,574	6,046
Total							
national	18,355	20,595	23,720	26,695	29,815	33,890	37,785
local	14,945	16,845	19,610	22,085	23,735	26,540	28,795
GRAND TOTAL	33,300	37,440	43,330	48,780	53,550	60,430	66,580

Source: McCann-Erickson, Inc.

TOTAL ADVERTISING VOLUME IN THE UNITED STATES

Medium	Millions of Dollars						
	1983	1984	1985	1986	1987	1988	1989
Newspapers							
total	20,582	23,744					
national	2,734	3,007					
local	17,848	20,737					
Magazines							
total	4,233	4,932					
weeklies	1,917	2,224					
women's	1,056	1,209					
monthlies	1,260	1,499					
Farm Publications	163	181					
Television							
total	16,436	19,434					
network	7,017	8,526					
spot	4,796	5,453					
syndicated barter	300	400					
local	4,323	5,055					
Cable TV							
total	350	440					
national	320	400					
local	30	40					
Radio							
total	5,210	5,813					
network	296	316					
spot	1,038	1,197					
local	3,876	4,300					
Direct Mail	11,795	13,800					
Business Papers	1,990	2,270					
Outdoor							
total	794	872					
national	512	562					
local	282	310					
Miscellaneous							
total	14,297	16,594					
national	7,331	8,546					
local	6,966	8,048					
Total							
national	42,525	49,590					
local	33,325	38,490					
GRAND TOTAL	75,850	88,080					

Source: McCann-Erickson, Inc.

Note: Syndicated Barter & Cable TV, shown above, were included in Miscellaneous prior to 1983.

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TvB

ADVERTISING VOLUME

IN THE UNITED STATES

1948-1984

These figures combine estimates for both national and local advertising and cover advertising investments in nine major types of media.

Source: McCann-Erickson, Inc.
August 1985

Television Bureau of Advertising, Inc. · 477 Madison Avenue · New York, NY 10022 · 212 486-1111

TOTAL ADVERTISING VOLUME IN THE UNITED STATES

Medium	Millions of Dollars							
	1948	1949	1950	1951	1952	1953	1954	1955
Newspapers								
total	1,745	1,911	2,070	2,251	2,464	2,632	2,685	3,077
national	379	463	518	529	537	606	607	712
local	1,366	1,448	1,552	1,722	1,927	2,026	2,078	2,365
Magazines								
total	477	458	478	535	575	627	629	691
weeklies	258	245	261	297	325	351	363	397
women's	133	129	129	143	149	158	152	161
monthlies	86	84	88	95	101	118	114	133
Farm Publications	56	55	58	64	70	71	71	72
Television								
total	-	58	171	332	454	606	809	1,035
network	-	30	85	181	256	320	422	550
spot	-	9	31	70	94	145	207	260
local	-	19	55	81	104	141	180	225
Radio								
total	562	571	605	606	624	611	559	545
network	211	203	196	180	162	141	114	84
spot	121	123	136	138	141	146	135	134
local	230	245	273	288	321	324	310	327
Direct Mail	689	756	803	924	1,024	1,099	1,202	1,299
Business Papers	251	248	251	292	365	395	408	446
Outdoor								
total	132	131	142	149	162	176	187	192
national	89	88	96	101	109	119	126	130
local	43	43	46	48	53	57	61	62
Miscellaneous								
total	958	1,022	1,122	1,267	1,402	1,523	1,600	1,793
national	522	557	608	696	767	846	899	1,002
local	436	465	514	571	635	677	701	791
Total								
national	2,795	2,990	3,260	3,710	4,100	4,515	4,820	5,380
local	2,075	2,220	2,440	2,710	3,040	3,225	3,330	3,770
GRAND TOTAL	4,870	5,210	5,700	6,420	7,140	7,740	8,150	9,150

Source: McCann-Erickson, Inc.

TOTAL ADVERTISING VOLUME IN THE UNITED STATES

Medium	Millions of Dollars							
	1956	1957	1958	1959	1960	1961	1962	1963
Newspapers								
total	3,223	3,268	3,176	3,526	3,681	3,601	3,659	3,780
national	754	768	724	773	778	744	722	702
local	2,469	2,500	2,452	2,753	2,903	2,857	2,937	3,078
Magazines								
total	758	777	734	832	909	895	942	1,002
weeklies	440	451	425	479	525	508	519	540
women's	166	165	151	168	184	187	200	218
monthlies	152	161	158	185	200	200	223	244
Farm Publications	73	71	67	71	66	62	65	66
Television								
total	1,225	1,286	1,387	1,529	1,627	1,691	1,897	2,032
network	643	690	742	776	820	887	976	1,025
spot	329	352	397	486	527	548	629	698
local	253	244	248	267	280	256	292	309
Radio								
total	567	618	620	656	693	683	736	789
network	60	63	58	44	43	43	46	56
spot	161	187	190	206	222	220	233	243
local	346	368	372	406	428	420	457	490
Direct Mail	1,419	1,471	1,589	1,688	1,830	1,850	1,933	2,078
Business Papers	496	568	525	569	609	578	597	615
Outdoor								
total	201	199	192	193	203	180	171	171
national	136	134	130	130	137	122	115	115
local	65	65	62	63	66	58	56	56
Miscellaneous								
total	1,948	2,012	2,020	2,206	2,342	2,320	2,430	2,567
national	1,111	1,169	1,184	1,280	1,364	1,366	1,437	1,520
local	837	843	836	926	978	954	993	1,047
Total								
national	5,940	6,250	6,340	6,855	7,305	7,315	7,695	8,120
local	3,970	4,020	3,970	4,415	4,655	4,545	4,735	4,980
GRAND TOTAL	9,910	10,270	10,310	11,270	11,960	11,860	12,430	13,100

Source: McCann-Erickson, Inc.

TOTAL ADVERTISING VOLUME IN THE UNITED STATES

Medium	Millions of Dollars							
	1964	1965	1966	1967	1968	1969	1970	1971
Newspapers								
total	4,120	4,426	4,865	4,910	5,232	5,714	5,704	6,167
national	773	784	887	846	889	943	891	972
local	3,347	3,642	3,978	4,064	4,343	4,771	4,813	5,195
Magazines								
total	1,074	1,161	1,254	1,245	1,283	1,344	1,292	1,370
weeklies	583	610	658	651	657	662	617	626
women's	231	269	280	282	284	308	301	340
monthlies	260	282	316	312	342	374	374	404
Farm Publications	66	71	70	68	68	64	62	57
Television								
total	2,289	2,515	2,823	2,909	3,231	3,585	3,596	3,534
network	1,132	1,237	1,393	1,455	1,523	1,678	1,658	1,593
spot	806	892	988	988	1,131	1,253	1,234	1,145
local	351	386	442	466	577	654	704	796
Radio								
total	846	917	1,010	1,048	1,190	1,264	1,308	1,445
network	59	60	63	64	63	59	56	63
spot	256	275	308	314	360	368	371	395
local	531	582	639	670	767	837	881	987
Direct Mail	2,184	2,324	2,461	2,488	2,612	2,670	2,766	3,067
Business Papers	623	671	712	707	714	752	740	720
Outdoor								
total	175	180	178	191	208	213	234	261
national	117	120	118	126	137	138	154	172
local	58	60	60	65	71	75	80	89
Miscellaneous								
total	2,773	2,985	3,257	3,304	3,552	3,814	3,848	4,079
national	1,630	1,745	1,896	1,909	2,020	2,131	2,126	2,201
local	1,143	1,240	1,361	1,395	1,532	1,683	1,722	1,878
Total								
national	8,720	9,340	10,150	10,210	10,800	11,400	11,350	11,755
local	5,430	5,910	6,480	6,660	7,290	8,020	8,200	8,945
GRAND TOTAL	14,150	15,250	16,630	16,870	18,090	19,420	19,550	20,700

Source: McCann-Erickson, Inc.

TOTAL ADVERTISING VOLUME IN THE UNITED STATES

Medium	Millions of Dollars							
	1972	1973	1974	1975	1976	1977	1978	1979
Newspapers								
total	6,938	7,481	7,842	8,234	9,618	10,751	12,214	13,863
national	1,062	1,049	1,105	1,109	1,342	1,472	1,541	1,770
local	5,876	6,432	6,737	7,125	8,276	9,279	10,673	12,093
Magazines								
total	1,440	1,448	1,504	1,465	1,789	2,162	2,597	2,932
weeklies	610	583	630	612	748	903	1,158	1,327
women's	368	362	372	368	457	565	672	730
monthlies	462	503	502	485	584	694	767	875
Farm Publications	59	65	72	74	86	90	104	120
Television								
total	4,091	4,460	4,854	5,263	6,721	7,612	8,955	10,154
network	1,804	1,968	2,145	2,306	2,857	3,460	3,975	4,599
spot	1,318	1,377	1,497	1,623	2,154	2,204	2,607	2,873
local	969	1,115	1,212	1,334	1,710	1,948	2,373	2,682
Radio								
total	1,612	1,723	1,837	1,980	2,330	2,634	3,052	3,326
network	74	68	69	83	105	137	147	161
spot	402	400	405	436	518	546	620	667
local	1,136	1,255	1,363	1,461	1,707	1,951	2,285	2,498
Direct Mail	3,420	3,698	4,054	4,124	4,786	5,164	5,987	6,653
Business Papers	781	865	900	919	1,035	1,221	1,400	1,575
Outdoor								
total	292	308	309	335	383	418	466	540
national	192	200	203	220	252	290	307	355
local	100	108	106	115	131	128	159	185
Miscellaneous								
total	4,577	4,932	5,248	5,506	6,652	7,388	8,555	9,633
national	2,428	2,562	2,746	2,841	3,431	3,849	4,435	4,992
local	2,149	2,370	2,502	2,665	3,121	3,539	4,120	4,641
Total								
national	12,980	13,700	14,700	15,200	18,355	20,595	23,720	26,695
local	10,230	11,280	11,920	12,700	14,945	16,845	19,610	22,085
GRAND TOTAL	23,210	24,980	26,620	27,900	33,300	37,440	43,330	48,780

Source: McCann-Erickson, Inc.

TOTAL ADVERTISING VOLUME IN THE UNITED STATES

Medium	Millions of Dollars							
	1980	1981	1982	1983	1984	1985	1986	1987
Newspapers								
total	14,794	16,528	17,694	20,582	23,522			
national	1,963	2,259	2,452	2,734	3,081			
local	12,831	14,269	15,242	17,848	20,441			
Magazines								
total	3,149	3,533	3,710	4,233	4,932			
weeklies	1,418	1,598	1,659	1,917	2,224			
women's	782	853	904	1,056	1,209			
monthlies	949	1,082	1,147	1,260	1,499			
Farm Publications	130	146	148	163	181			
Television								
total	11,416	12,725	14,479	16,436	19,434			
network	5,130	5,575	6,210	7,017	8,526			
spot	3,269	3,730	4,360	4,796	5,453			
syndicated barter	50	75	150	300	400			
local	2,967	3,345	3,759	4,323	5,055			
Cable TV								
total	58	122	227	353	546			
national	50	105	195	303	460			
local	8	17	32	50	86			
Radio								
total	3,702	4,230	4,670	5,210	5,813			
network	183	230	255	296	316			
spot	779	879	923	1,038	1,197			
local	2,740	3,121	3,492	3,876	4,300			
Direct Mail	7,596	8,944	10,319	11,795	13,800			
Business Papers	1,674	1,841	1,876	1,990	2,270			
Outdoor								
total	578	650	721	794	872			
national	364	419	465	512	562			
local	214	231	256	282	310			
Miscellaneous								
total	10,453	11,711	12,736	14,294	16,560			
national	5,478	6,154	6,722	7,348	8,607			
local	4,975	5,557	6,014	6,946	7,953			
Total								
national	29,815	33,890	37,785	42,525	49,785			
local	23,735	26,540	28,795	33,325	38,145			
GRAND TOTAL	53,550	60,430	66,580	75,850	87,930			

Source: McCann-Erickson, Inc.